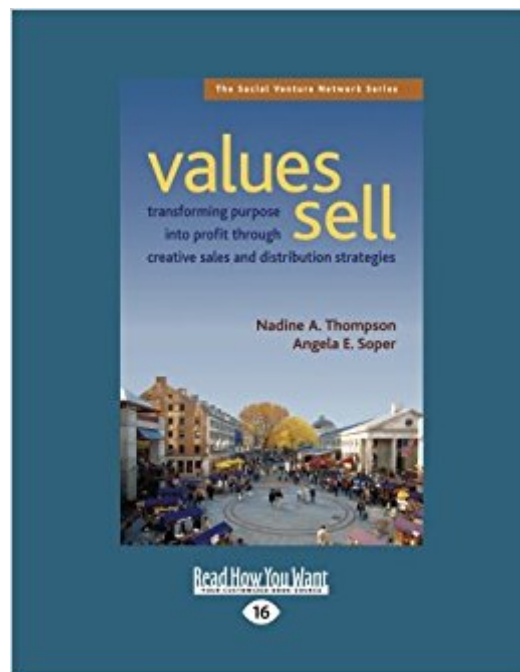




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Values Sell: Transforming Purpose In To Profit Through Creative Sales And Distribution Strategies



Synopsis

Values Sell is jam-packed with colorful and inspiring vignettes from some of America's most enterprising small companies. In these pages, your eyes will be opened and your spirits lifted through the experiences of dynamic enterprises such as Birkenstock USA, Tweezer man, Mountain Equipment Co-op, French Meadow Bakery & Cafe, Tom's of Maine, Earthbound Farm, and Putumayo World Music. Each of these and the approximately two dozen other outstanding small companies profiled in Values Sell has prospered by building sales and distribution strategies that embody the uniqueness of its vision and the depth of its values. Thompson and Soper will help you understand how the roots of your own approach to sales and distribution can be found within the values you bring to your work and not in any formula or any textbook. If you're running a small or midsized business, or just thinking about starting one, you'll close the covers of this book with a far deeper appreciation of some of the biggest challenges of business today and how you can surmount them. And one more thing: you'll enjoy reading this delightful little book, and I predict you'll want to pass it along to a friend. It's that good.

Book Information

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Customer Reviews

Nadine A. Thompson is not only the president, CEO, and cofounder of Warm Spirit, she is the visionary and leader of a community of over 20,000 women and men who are empowered entrepreneurs and change agents. In 1997, Nadine founded Warm Spirit with friend and entrepreneur Daniel Wolf. She was excited about the possibilities of creating a business venture that would enlighten and empower women. Warm Spirit provides access to entrepreneurial

opportunities and high-quality natural products and creates wealth for the consultants and their communities. Its unique marketing plan returns approximately fifty cents from each dollar in sales back into the pockets of the consultants and therefore recycles wealth and profits directly back into these communities. In 2006, the company was named the Emerging Company of the Year by Black Enterprise magazine.

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